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## **DOMAINE PINNACLE TO SPONSOR 'TUQUES BLEUES' CELEBRATION**

**FRELIGHSBURG, QC, February 10, 2010** – Domaine Pinnacle, the world's leading producer of ice cider, today announced its sponsorship of the 'Tuques bleues' celebration.

To be held on Montreal's Mount Royal on February 18, 2010, the 'Tuques bleues' is a snowshoe race and fundraising event. Named for a snowshoeing tradition of wearing blue tuques that dates back to the 1840s, about 800 participants are expected to raise \$250,000.00 for 'Les amis de la montagne' – an organization dedicated to the protection and conservation of Mount Royal.

With the race scheduled for 6:30PM, an outdoor BBQ, gastronomic buffet and medal and trophy presentations will round out the festive event. Domaine Pinnacle will provide Domaine Pinnacle Ice Cider to participants, during dinner and throughout the evening.

"Mount Royal is one of Montreal's great treasures and the envy of other cities," said Charles Crawford, President, Domaine Pinnacle. "By supporting the 'Tuques bleues' snowshoe race we are making a contribution to the 'Les amis de la montagne' mission of protecting and conserving Mount Royal. We are very proud to be associated with this great event for an excellent cause," Mr. Crawford added.

For more information on the 'Tuques bleues' celebration, please visit [www.lemontroyal.qc.ca](http://www.lemontroyal.qc.ca).

### **About Domaine Pinnacle**

Domaine Pinnacle is a family-owned orchard located on the southern slopes of Pinnacle Mountain in Québec's picturesque Eastern Townships. Founded in 2000, it has rapidly become the world's leading producer of ice cider – the apple equivalent of grape-based icewine. Born of the unique combination of sunny summer growing conditions and frigid Québec winters, this rich amber coloured elixir has won the hearts and palates of connoisseurs worldwide. For more information, please visit [www.domainepinnacle.com](http://www.domainepinnacle.com).